



Oireachtas Committee

Fís Éireann/Screen Ireland Submission

September 2021

Cathaoirleach and committee members, thank you for inviting us here today. My name is Susan Bergin and I am joined by Désirée Finnegan, Chief Executive of Fís Éireann/Screen Ireland. I am delighted and honoured to be appointed by the Committee as Chair of the Board of Screen Ireland. I would like to thank the Committee for all the work it does, particularly during the ongoing COVID challenge.

In terms of my professional experience, I served two terms on the Board of Fáilte Ireland from 2010-2018. This experience has provided a strong grounding in oversight from a Board perspective and an insight into the importance and value of a strong and cohesive Board overseeing and supporting effective implementation of a robust Agency Strategy. My time on the Board of Fáilte Ireland also gave me an insight into the value of film tourism, both in showcasing Ireland to the world, and in terms of inward investment from large film studios.

I have extensive experience in business management from a variety of organisations since qualifying as a chartered accountant with PwC. I am also a chartered tax advisor and have a recent qualification in risk management, compliance and governance. I believe the strong combination of my executive and non-executive experience along with my professional qualifications will inform my role as Chair of Screen Ireland.

Screen Ireland is committed to building creative excellence in screen storytelling.

My first objective is to ensure the industry recovers and continues on the steady trajectory of growth that it was on before COVID, to become a strong sustainable sector of the economy, supporting Irish companies to create high quality employment.

Screen content production is one of the fastest growing industries in the world. Ireland needs to capture its share of inward international production, and in parallel, accelerate the growth and financial stability of Irish production companies through continued Screen Ireland funding and the Section 481 tax incentive.

My second objective is to continue to grow the training and skills development remit of Screen Ireland which drives creative excellence and long-term sustainability.

My third objective is to create a wider understanding of the value of the industry as an important contributor to the economic and cultural well-being of the country.

My fourth key objective is to increase the focus on the environmental impact of film production. Progress in this area is essential and may be costly and time consuming but it is also a business imperative.

This vibrant, valuable industry needs to be more accessible to people from different backgrounds and regions so that the full breadth of contemporary Ireland benefits and is represented.

Screen Ireland will shortly be publishing its three year strategic plan that will encompass the objectives I have outlined today. I am very much looking forward to contributing to an industry that creates such cultural and economic value and we are pleased to answer any questions the committee might have today.

- Susan Bergin, Chair, Fís Éireann/Screen Ireland Board